

The Homberger & Co. White Goods Stock

is the fruit of expert buying. The sales show that the public appreciates the best at such attractive prices. There are thousands of yards of almost every new fabric that you could think of.

45-inch Chiffon French Lawns, Lingerie Cloth and Wash Organdies, that cost 50c; the price is 17c a yard.

Madras Cord, Mercerized Waistings and other new white goods that are worth 25c, for 15c.

12-inch Finished Linen de Inde, 45 inches wide, 16 2-3c a yard.

The round counter of White Goods, at 12 1-2c a yard, contains values to 25c—Madras Pique, Check-barred Madras, Persian Lawns, Dotted Dimities, Real English Long Cloth worth 32c a piece of 12 yards, and others.

New Dotted and Figured Plaques, so much in demand at 25c, are 10c a yard.

Embroideries Have Shifted to a Changed Price Position

From the Ordinary.

In the greater part the positive saving through buying the Homberger & Co. stock is clearly more than one-half. There are more than a hundred thousand yards on sale of every kind.

(Center of Middle Alsie.)

Embroideries at 1c to 5c. Thousands of yards, most of them less than half the import price. They include edgings and insertings.

Wide Foulcings at 25c, are the marvels of the store; few of them can be imported for less than 50c. Foulcings will be more used this season than ever before.

About 5,000 yards of Embroideries are 7c, 8c and 9c a yard, including edgings and insertings in cambric, nainsook and Swiss; some in match designs.

Embroidered Shirt Waist Patterns and Dress Robes.

Some are real hand work and beautifully embroidered. Waist Patterns are 69c to \$4.50. Some are pure linen. Dress Robes are \$6.75 to \$85, including the imported Parisian models.

The Catchy Laces

and their catchy prices show the price-saving industry of the Cohen Store. It's hard to resist buying these beautiful new Laces when you see them.

Platt and Normandy Vais, Point de Paris, Cluny and Torchon Laces, counters full, some to 5 inches wide, for 3c and 5c a yard.

New Eastern Laces are superior in their embroidery to any we have ever shown, and at the prices they will not last many days, 12 1-2c, 15c and 19c a yard.

Homberger & Co. carried a magnificent line of Black Thread Laces in applique, Venice, net top silk, embroidered chambray, inserting and edgings—prices, 12 1-2c to \$1.50 a yard. They are just one-half of their regular value.

The Second Floor Garment Store

is ready as never before. The garments right, and the prices bargainward. You want to see the new ideas for spring, or you want to accept of the stable and every-day necessary garments for just about

One Half Their Value.

We step the full length in selling them...

The new and beautiful Suits, in all the pastel shades, styles that have proven the accepted this season, materials and combinations that are new, every price is Cohen-like; we have handsome Suits at \$12.50.

A variety of Suits that would as easily sell for \$25, are \$15.

All-Wool Cream Serge Suits in the new Pony style, for \$12.50 and \$15, made-to-order Suits.

There are Suits at \$32.50.

Suits at \$25 are unmatched, most perfect ones ever produced outside of the store.

There are Silk Suits in a variety of solid and fancy designs, while they are perfect in every conceivable idea; the prices run like this, \$12.50, \$16.50, \$18.50, \$21 and \$31.

The Art Department Wants You Quickly.

There are hundreds of special pieces of the choicest things from the Homberger sale.

Shams, Scarfs and Centerpieces, every conceivable style; there were upwards of 300 dozen in the lot, up to \$1.50 value; choice, 48c.

Hand-Made Renaissance Centers, 20c, \$1.50 Centers for 70c.

Table of Small Centers that cost to 5c, for 5c.

Hand-Drawn, Hemstitched Linen Centers and Tray Cloths for 19c and 25c.

Counter of Mexican Drawn Work at 3c on the dollar; composed of Scarfs, Shams and Centerpieces.

The Infants' New Dresses Have Arrived.

The cost of making at home would be about double what we ask. The styles and novelty in their effect is far ahead of any we have ever shown.

See these Beautiful Little White Dresses, trimmed with embroidery and tucking; every seam double stitched finished and made perfectly; counter full of assorted styles, 60c.

Another lot, made to sell for \$1.65, are 95c each.

Others up to \$3.00. It's impossible to conceive of these goods; they are produced so perfectly at such little prices.

The Little Beauty Waists, sizes to 14 years, are 25c.

Hand-Crochet Worsted Sacques, 25c. There is everything for the infant here.

Cohen's Notice "There Are Bargains in the Air"

brings the fairest information that it is good merchandise time.

The Ashley & Bailey Co., Silk Manufacturers, are forced into the auction-room, and dispose of 6,782 pieces of Silks to the highest bidder.

The Homberger & Co. liquidation sale finds a response in the Cohen Store at an average of one-half their usual cost, and for the most reliable stuff for the coming season.

The hundreds of cases and bales that have found their way here the past ten days make this store a real wonder.

You buy goods at, so to say, your own prices instead of being fanned by the wind of advance, that is now blowing a gale. We ask you to hurry your buying and take advantage of these trade winds.

The Ashley & Bailey Co.'s Auction Silk Sale

at a time when there was so little demand for them, created a real price sensation in the market. It is but seldom that such a merchandise slaughter is perpetrated. The entire lots were peremptorily sold to the highest bidder. Cohen's Silk Department will hand them over to you, beginning with Monday, at prices to show how valuable this store is to the Richmond public.

29c for 50c Black Duchesse—

Pure silk with fine lustrous finish, suitable for linings and waists.

59c for \$1 All-Silk Colored Pongee—

1,500 yards, in a choice selection of newest shades; all new, strong and lustrous.

39c for 50c Checked Louisines—

10 different styles, in large, medium and small check effects; newest effects for shirt-waist suits.

38c for 50c Black Taffeta—

There is nothing better at the price for dress and lining purposes.

50c for 88c Colored Beau de Cygnes—

A new and complete color line, including black, white and cream.

59c for Changeable Surah Silks—

In a splendid assortment of street combinations; pure dye, splendid wearing.

75c for \$1 Black Taffeta—

An exceptional value; is a regular dress Taffeta, bright and lustrous.

25c for 39c White Habutai—

27 inches wide; just the kind for linings and waists.

69c for 98c All-Silk Suitings—

A beautiful assortment of light and dark shades, including Embroidered Taffetas, Soft-Finished Louisines, etc.

\$1.25 for \$1.75 Black or White Taffeta—

36 inches wide; all new and perfect; a superior imported grade, made for three-piece suits.

85c for \$1.25 Jasper Silks—

The old-fashioned Queen's gray, in various styles, stripe and fancy designs.

\$1.25 for \$2.25 Radium Soliel—

A soft, brilliant silk, in black, white, cream and various light shades for street and evening wear; 45 inches wide.

48c for 69c Check Taffetas—

In black and white and navy and white, and various other colors, in seven different size checks.

50c for 85c Rough Suiting Silks—

All silk; a beautiful assortment of colors suitable for shirt waist suits.

50c for 85c Black Beau de Soie—

Soft and lustrous, pure silk; gives entire satisfaction in the wearing.

The Sale of Handsome New Wash Fabrics Will Take New Life.

Special prices for all the novel fabrics that the season has produced. Most of these goods come from the recent sales, and will be appreciated when you price them.

(First Floor, Rear.)

2,700 yards of Silk Mull, in all the various solid colors, 8 1-2c a yard.

Batiste, white ground in small figures and dots, 8 3-4c a yard.

2,000 yards of Finest Linen-Finished Saiting you can buy, at 20c; also the heavy but sheer Linen-Finished White Saiting, in double width, 12 1-2c a yard.

Mercerized Satin Stripe Batiste, in new designs, 12 1-2c.

The daintiest and prettiest French Organdies ever made, some 65 pieces of the 37c quality, for 25c a yard.

Silk Organdies, the finest qualities made at 25c, for 19c a yard.

Champagne Novelty Suitings, mercerized, and imported to sell for 35c, are 19c a yard.

Solid Color and White and Black Lingerie Batiste, made to sell for 45c; the price, 25c.

Linen Canvass Cloth, Linen Etamine, Linen Saiting, Irish Bourette Cloth, London Checks.

Double Width Shepherd Checked Suiting, in all appearance like the 50c goods, for 19 2-3c.

Mercerized Habit Cloth, in new illuminated colorings, for 25c.

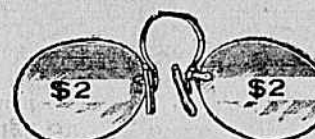
Solid Color, Linen-Finished Bourette Suitings for 12 1-2c.

The New Large Check English Gingham, instead of 25c, for 19c.

Silk-Finished Kimono Cloths—they are near silk, imported, 25c a yard.

This is not a beginning of the many new and beautiful fabrics on sale in this department.

Extra Special for Monday.



\$3.50 Eyeglasses, \$2.

For Monday we will give a free examination of the eyes, \$3.50 Gold-Filled Eyeglasses, with periscopic lens, a chain, hook and pin, all for \$2. This is for Monday only.

Do not kill your eyes by inattention. They are the best friends you have. Headache, insomnia, dizziness, blurred vision and many other afflictions are symptoms that your eyes need attention. Don't neglect the warning; it may cost you your eyesight.

We will give you a free examination and furnish glasses, if they don't suit you, it's our loss. That's what we are here for, and we trust our specialist to know his business.

The Linen Corner

furnishes a great portion of the Homberger & Co. stock. We have seldom had such a chance to sell Fine Linens at these prices.

Handsome Double Damask Tray Cloths are 19c.

Most beautiful Bleached \$1 Irish Pure Linen Table Damask is 70c.

Dinner Napkins, 8-4 size, finest Irish Linen Damask, \$3 instead of \$4.25 a dozen.

\$12 Handsome Damask Table Set we ever had, is \$25.

Yard-wide Pure Linen Sheer Lawn is 10c, instead of 29c.

50c Irish Linen Lawns and Cambrics, 30c a yard.

All-Linen Sheeting, 2 1/2 yards wide, 60c a yard.

Lot of Fancy Linens, Center Pieces, Tray Cloths, Shams and Scarfs; take your choice at 30c.

Heavy Linen Huck Towels, 20x40, about 300 dozen, 12 1-2c each.

Large Bleached Turkish Bath Towels, 22x45 inches, double thread, 17c each.

Hosiery Specials.

4 cases of the most reliable imported Hosiery come with the Homberger & Co. stock—only arrived a day or so ago. The regular price is 25c; these are 17c a pair.

A case of Women's 17c Stockings, seconds, with slight imperfections, for 10c a pair.

Come and Get

a Free Medallion.

These Medallion-Graphs are an improvement on the old style medallions. They are imperishably put on non-corrosive metal. A purchase of 35 gives you one free. If you have your purchases punched out on your ticket at the booth.

Notions: Toilets: Linings, Etc Every Item Here is Special.

Notions.

25c Hook-on Hose Supporters, satin tops, 10c a pair.

12c Pin Cushions, black and colors, 5c.

German Silver Thumbtacks, 1c.

Nickel Safety Pins, all sizes, 8 dozen 5c, 4-4 and 5-4 Shoe Laces, good ones, 5c a dozen.

O. N. T. Darning Cotton, any color and black, 5 spools for 5c.

Belts and Bags.

New Gilt Belts, regular 50c values, for 25c.

Black, Brown, Tan, Green and Red Leather Belts, the latest fad, special price 25c.

Patent Leather Bags, that sold for 25c, are priced 10c.

Black and Colored Silk Belts, all kinds; sample sale of 25c and 50c values, 10c.

Lot of Brown and Black Bags that sold for \$1, are priced 50c each.

Buttons.

1,000 gross Large Pearl Buttons, worth 25c and 50c a dozen; some are imperfect; sale Monday, 10c a dozen.

500 gross Pearl Buttons, 1c a dozen.

All sizes Fancy Shirt Buttons, 5c kind, 2c a dozen.

Toilets.

5 gross Rubber Gloves, all sizes; regular price is \$1, sale price 50c a pair.

French Plate Ebony Mirrors, 50c kind is 19c, and \$1 kind 85c.

White Mill Soap, 8 cakes to box, for 5c.

200 cakes Coal Oil Johnny Soap, 2 1-2c a cake.

Big lot of White Toilet Soap, big value, sale at 10c a cake.

Bring your bottle and buy good 25c Extract, every odor, for 12 1-2c an ounce.

Another lot of these 50c and 60c Belts are being sold for 25c a pair.

Linings.

Black and all colors of Thistle-down Taffeta Linings, look like silk, wear better, 25c a yard.

400 Black Near-Silk Linings (mill ends), 12 1/2c quality, 6 3-4c a yard.

Another lot of Black Serge Linings, a cloth worth 35c, full width, 10c a yard.

Sale of Spun Glass Linings, in black and colors, 12 1-2c a yard.

Black and Tan Linen Canvass, good quality, 15c a yard.

Great Third Floor Sale Mattings and Oilcloth

The third floor has received a big lot of Oil Cloths and Mattings. Here is the way they will sell on Monday:

Mattings.

10c a yard for Close Woven China Mattings, good 15c value.

15c a yard for Fancy China Mattings, large or small weaves; good 20c values.

20c a yard for choice line of the usual 25c Mattings, large and small weaves; about 25 designs to select from.

25c a yard for the finest China Mattings, the usual 30c and 35c line.

New effects in Japanese Linen Warp Mattings, 20c to 50c a yard.

Two Rug Items.

20x50-inch Axminster Hearth Rugs, floral or Oriental effects; usual \$2.50 kind, for \$1.00.

Smyrna Hearth Rugs, fringed, 20x50-inch, Oriental or floral designs, 95c.

Boys' Clothing Department Offers Nearly 5,000 Wash Suits.

They were made by Homberger & Co., and were bought at fifty cents on the dollar. There are none more stylish, better made or of better materials. We advise you to purchase now. Materials are Linen, Chambray, Pique, Duck and other best wash fabrics.

Prices were 75c, 98c, \$1.50, \$1.75, \$2.25 and \$2.98.

Our prices 39c, 48c, 79c, 98c, \$1.19 and \$1.48.

The Bargain Basement is Fairly Stuffed With Goods

The opportunity of these sales brings the very best merchandise at from 25c to 60c on the dollar. These sort of opportunities come by chance only.

Counters and Counters Full of Cotton Bargains

A half basement is filled with them.

Thousands of yards of new Light Madras, best 12 1/2c and 15c grade, for 7 1-2c a yard.

2,500 yards of White Butcher Linen-Finished Saiting for 5c a yard.

Imported Solid Color Chambrays, 15c value, for 9 1-2c.

Thousands of yards of the best Lancaster Apron Gingham, in various designs, for 6 1-2c a yard.

12,000 yards of Dress Gingham, in small designs, worth 8c, for 5 3-4c a yard.

10c and 12c yard wide French Percales sell for 6 1-2c a yard.

Heavy 10-4 Sheeting, 25c a yard.

Light Outing for nightwear, 6 3-4c.

5,250 yards of Sea Island Percales, in all the latest styles, 9 3-4c a yard.

The best White Linen-Finished Saiting, best 15c quality, for 8 1-2c a yard.

Usual 5 2-4c Apron Gingham, 3 3-4c.

Yard wide Madras Saiting, were made to sell at 20c. We bought 5,800 yards to sell for 7 1-2c a yard.

Light Shirting Prints in every style that's made this season, for 4 1-2c and 4 3-4c a yard.

Silk Organdies, manufacturer's lengths, for 12 1-2c a yard.

Solid Color Linen-Finished Saiting, worth 15c, for 9 3-4c.

Linen-Finished Auto Cloth, 15c.

Wonderful Sale of all the Best White Goods of the Season.

Some belated lots have just come in from the Homberger sale—the biggest values yet.

2,000 yards of India Linens, 40 inches wide, values to 16 2-3c, for 9 3-4c a yard.

3,300 yards of finest French Mulls and Mercerized Lingerie Cloth, values to 50c, for 17c a yard.

8,600 yards of Figured Madras, Cross-barred Indias, Poplins and all the varieties of 12 1/2c white fabrics, for 8 3-4c a yard.

1,800 yards finest Scotch Dimities, that cost to 25c, for 12 1-2c a yard.

2,100 yards Checked and Plaid Nainsooks, values 10c and 12 1/2c, for 8 3-4c a yard.

1,600 yards of Sheer India Linens, 40 inches wide, 8c and 10c grades, 5 3-4c a yard.

1,200 yards Checked Nainsook 3 7-8c a yard.

2,000 yards of 10c English Long Cloth for 7 1-2c a yard.

Homberger & Company Bedding.

Will not last long enough at these prices. Half an aisle full as yet.

Heavy Bleached Sheets, 1 3-4 yards wide,